

Store Hours: 9 to 5:30

**ELEVENTH  
BIRTHDAY**  
Oct 5<sup>th</sup> to Oct 31<sup>st</sup>**GIMBEL BROTHERS**  
32<sup>ND</sup> STREET - BROADWAY - 33<sup>RD</sup> STREET NEW YORK CITY  
**DOWNSTAIRS****MEN! Buy a Pair of Rice & Hutchins Shoes**  
Only**Rice & Hutchins**  
—MAKERS—**\$3.95**In a Great Sale at  
Average Half Price**This Is Best Bargain Since 1914 in Men's Shoes**

Every Pair Guaranteed Perfect

—And brings men's shoes of fashion and excellence away  
under the old standard five-dollar price.Rice & Hutchins are famous for men's shoes making  
shoes so good and good looking that they are often sold in  
the name of individual dealers.25 Styles to choose from - all sizes; in tan, mahogany, dull  
No C. O. D's.leathers and kid. All Goodyear welted soles; medium and  
narrow toe; English last, and broad-toe bluchers. All  
sizes, in 28 styles. Excellent solid leather shoes for every  
man. Buy your supply for the Winter. All marked with  
size and price and displayed on tables, for your easy select-  
ing. 50 extra salesmen to serve you promptly.

DOWNSTAIRS Balcony, Rear

No Refunds

**Annual Sale of HOSIERY****Men's Silk Socks**Good weight; reinforced ribbed tops; double heels  
and toes. In black, white, cordovan, gray and  
navy. Slightly imperfect. Pair **29c****Women's Pure Silk Stockings**Slightly imperfect with  
mercerized lisle tops; rein-  
forced heels and toes. Pair **59c****Men's Mercerized Lisle Socks**Seconds in black and some  
colors. Pair **18c****Boys' Wide Ribbed Stockings**In sizes 7 to 11½. Every  
pair perfect. **20c****Fine Quality Fibre Silk Stockings**"Seconds" with mercerized  
lisle garter tops. Seamed  
legs in black and some  
colors. Pair **35c**

GIMBELS—Downstairs Balcony, Front

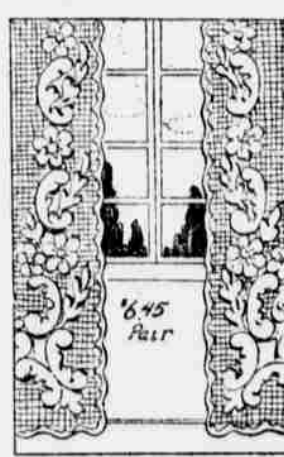
**Men's Shirts  
and Drawers**This lot consists of perfect heavy ribbed  
garments. In gray or ecru.  
Also gray wool and cotton mix-  
ture. All sizes in the lot.  
Shirts, 34 to 44. Drawers, size  
32 to 44. **79c****Men's Heavy Weight Union Suits**Seconds. A really ex-  
ceptional value. Come  
Monday and SAVE.  
Come in gray or ecru.  
Sizes 34 to 44. **95c****Women's Fall Weight Vests and Pants**Vests in low neck,  
Dutch neck and high  
neck style. Ankle or  
knee pants. Regular  
or extra sizes. Perfect. **59c****Children's Heavy Ribbed Vests and Pants: Per Garment 50c**

Every garment perfect. Sizes 20 to 34.

GIMBELS—Downstairs Balcony

**Timely Savings on GOOD UPHOLSTERIES****Irish Point Lace Curtains**Beautiful scroll borders on fine quality net; full  
length and width - - - - - Pair **\$6.45****Tack-on Upholstered Chair Seats**Covered with good quality imitation leather, Black  
or Spanish Brown. Sizes 12, 13 and 14 in. wide - **32c****Mercerized Armure Tapestry Portieres, pr., \$6.95**Neat reversible patterns in Blue,  
Rose, Green and Brown.**Scrim Dutch Curtains, pr. \$1.95**Extra quality with neat insertion  
and edge.

GIMBELS—Downstairs, Lower Floor

**Government Steel Cots**Made for the U. S. Government at  
three times this price. Sold in good  
condition. Fold Flat - - - - - **\$1.95****Cotton Pads to Fit - - - - - \$2.65****Mattresses: All Sizes - - - - - 7.95**

GIMBEL—Downstairs, Lower Floor

**31-Pc. Dinner Set**Fine American Porcelain with dec-  
oration of dainty basket of roses  
and blue line. Ample service for  
6 people - - - - - **\$5.95****1000 Glass Bowl Sets**3 Bowls to the set—sizes 5, 7 and 8 inches.  
Suitable for kitchen use. **59c**

GIMBELS—Downstairs, Lower Floor

**9 x 12 : High Grade  
Axminster Rugs**  
**\$29.50**All perfect and a splendid range of  
patterns in wanted Blues, Tans, Taupe.**8.3 x 10.6 Sanford Axminster Rugs**Seamless **\$40**All brand new patterns and  
good quality perfect Rugs in a  
good assortment.**8.3 x 10.6 Seamed Axminster Rugs**Good all-over and Oriental  
patterns: all perfect. **\$26.50****Congoleum Art Rugs**

Slight seconds but nothing to mar their wear.

**Felt Base Floor Covering**Drop patterns from the mills, but all perfect  
goods. Nice selection of patterns. Sq. yard **45c**

GIMBELS—Downstairs, Lower Floor

**Gimbels Greatest Sale**

Extraordinary Offerings Day by Day

**ELEVENTH  
BIRTHDAY**  
Oct 5<sup>th</sup> to Oct 31<sup>st</sup>**\$160,000 Stock Silk Upholstery  
and Drapery Fabrics for \$53,000**Silk Damasks : Brocades : Silk Striped  
Taffetas : Silk Tissue Gauze : Striped  
Silk Repp : Antique Striped Taffetas : Silk  
Frizette : Uncut Velvet : Plain Silk TaffetaOriginally \$5.75 to  
\$31.25 the yardSale Priced \$1.60 to  
\$9.75 the YardNOT in a generation a sale such  
as this one. Extraordinary  
fabrics at the price of ordinary  
fabrics. The priceless at a price.  
Silks from THE maker. Silks of  
the highest grade, and only the  
highest grade. The finest prod-  
ucts of American looms. The  
peer of the cream of European  
looms. On sale Now. Your  
chance to buy in quantities—the  
goods you would gladly pay two  
and three times the sale price for.Manufactured by the  
World's Greatest MakerThe goods are  
easily to be re-  
cognized by the  
maker's original  
ticket on each  
piece.The cream of the silk world. Quality  
for the quality. Carried by only the  
highest class decorators (by 22,000 of  
them in America) for the highest ex-  
pression of their art. But then—only  
in small quantities. Not vast yardage.  
Not vast choosing. Not at a price.  
Like this.How did it happen? Quantity.  
Too much yardage for the  
maker to dispose of in a small  
way. Must go, and go quickly.  
One natural outlet. GIMBELS.The sale of a generation, to be sure.  
New York has never known the thrill  
of the like of it. Nor does such mag-  
nificent performance reasonably admit  
of repetition.Come now and feast your eyes on  
beauty, opulence. Know that it is  
yours. That it is here for you. For  
your purpose. At your price.**And These Additional Purchases:****Taffeta Finish  
Silk Poplin**"Silk-and-cotton"—50 inches  
wide. Durable drapery fabric,  
with a soft lus-  
trous sheen.  
Lovely shades of  
rose, blue, gold—  
and others - **\$2.75****Rich Soft  
Silk Velours**The finest quality—of glowing  
softness that draper beautifully  
for hangings and portieres. Full  
range of colors,  
including rose,  
tan, blue and gold.  
50 inches wide **\$5.95****Silk Gauze of  
Fine Quality**Sheer and lovely—for casement  
curtains. Rose, blue, natural,  
champagne, taupe (light and  
dark), dark and  
light gold, mul-  
berry, heliotrope.  
50 inches wide - **\$1.95****The Famous  
Shikii Silk**2,500 yards in 24 colors. Rose,  
tangerine, yellow, gold, blue,  
bronze, green—too many more to  
mention. An artistic irregular  
weave, in plain  
colors. For lamp  
shades, window  
hangings—doz-  
ens of decorative  
purposes - **\$1.25**

GIMBELS UPHOLSTERY SHOP—Sixth Floor

32<sup>ND</sup> Street  
Broadway  
33<sup>RD</sup> Street**GIMBEL BROTHERS**  
32<sup>ND</sup> STREET - BROADWAY - 33<sup>RD</sup> STREET NEW YORK CITYNew  
York  
City

Store Hours 9 to 5:30

For Other Gimbel News, See Page 13

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways

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